

Facilities--.

In the Claims

Please cancel claims 7 and 11.

Please cancel and rewrite claim 6 and 8, 9, and 10 as follows:

12. In a system for marketing products and services which includes a customer computerized communications facility, a central computerized communications facility remote therefrom, and a data link between them, the improvement including:
5 computer means at both the customer computerized communications facility and the central computerized communications facility, adapted to transmit and receive images and data between them; means for also establishing voice contact between the two communications facilities; a database located at the central
10 computerized communications facility containing products and services information; input means at the customer computerized communications facility adapted to enable one type of customer to access that database in order to view a presentation established to educate the customer about goods and services;
15 input means adapted to enable a different type of customer to

access the database in order to bypass the presentation, and,
in a self-service mode, to browse through the database to view
desired information to learn about goods and services at his
desired level of knowledge; means enabling both types of
5 customers at any time they desire personal assistance to
utilize the means establishing voice contact to talk to a
representative at the central computerized communications
facility; input means located at the customer computerized
communications facility and application software located at the
10 central computerized communications facility enabling either
type of customer to download from the central computerized
communications facility to the customer computerized
communications facility information desired by the customer.

13. The improved system of claim 12 wherein the computerized
15 communications facility includes input means located at the
customer computerized communications facility and application
software located at the central computerized communications
facility enabling either type of customer to download from the
central facility to the customer computerized communications
20 facility instruments finalizing a transaction relative to the
goods and services.